

# Facebook Advertising Best Practices

RETAIL MARKETING  
ACADEMY

## Why Spend Money Advertising on Facebook?

Over the last year, Facebook has changed its algorithm to make it harder for your organic (not paid) posts to show up in your fans' Newsfeeds.

Today, in fact, your posts are only reaching about 1.6% of the people who have liked your business page.

But don't get discouraged!

Facebook is still one of the best channels you can use to laser target prospective customers.

The key making Facebook an affordable for your business is to maximize the click-through rates for each of your ads.

And how do you achieve those highly-coveted click-through rates?

- Laser targeting your audience, so your ad displays to only those consumers that will truly be interested in your product or service
- Create images that attract the attention of the people MOST likely to become buyers – not just browsers
- Create ad copy that entices consumers to click to learn more

## Audience Targeting

You spend money to attract every single person that walks through your doors or visit your website.

Period.

You want to make sure you're making the most of every penny you spend by laser targeting the RIGHT people.

Facebook give you the power to target users based on basic demographic criteria like:

- Age
- Gender
- Location

But dig a little deeper and use some of Facebook's more powerful targeting features.

Before you can take advantage of these targeting methods, you'll need to download Power Editor:

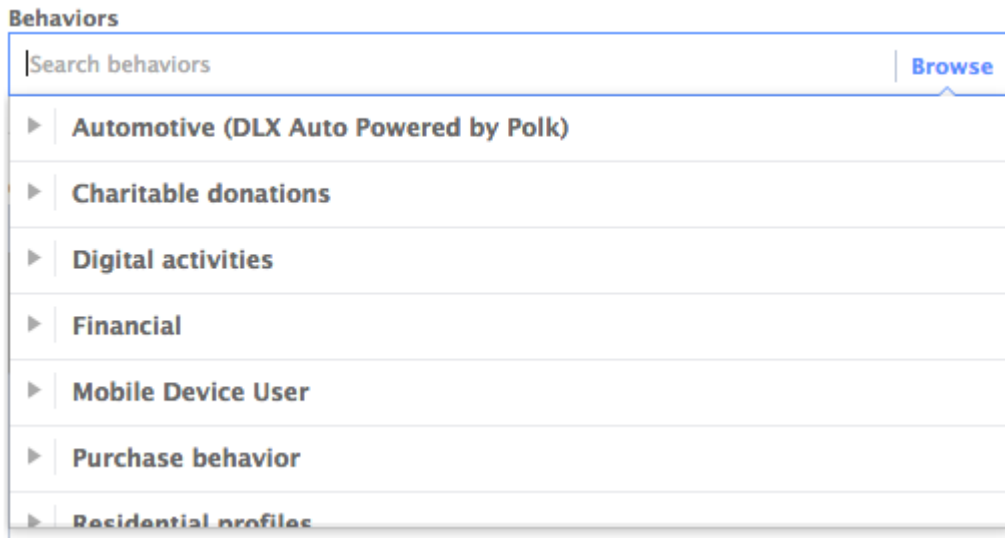
<https://www.facebook.com/ads/manage/powereditor>

After you're in Power Editor, set up your Campaign, Ad Set and Ad.

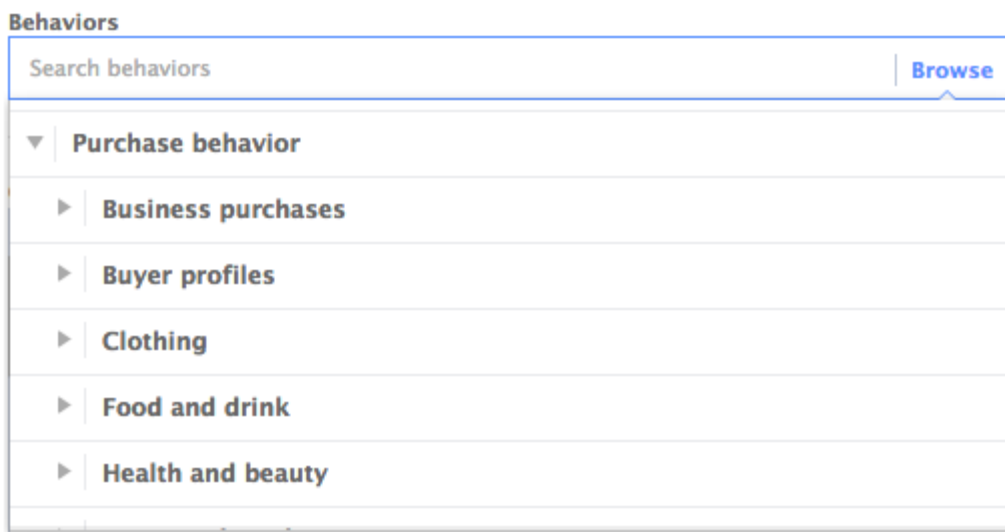
In the Audience tab, scroll down to Behaviors.



Behavioral targeting is one of the most powerful ways to target consumers that are likely to become paying customers. Facebook accesses this data from data mining companies that collect information on consumers based on their past online purchases, applications and completed surveys.



For indie retailers, the Purchase Behavior category is very important.



You can select a variety of purchase behaviors, specific to the products and services you offer:

- Business Purchases
- Buyer Profiles
- Clothing
- Food and Drink
- Health and Beauty
- Home and Garden
- Household Products



- Kids Products
- Pet Products
- Purchase Habits
- Purchase Types
- Sports and Outdoors
- Store Types
- Subscription Services

The Buyer Profiles sub-category is important for retailers.

**Behaviors**

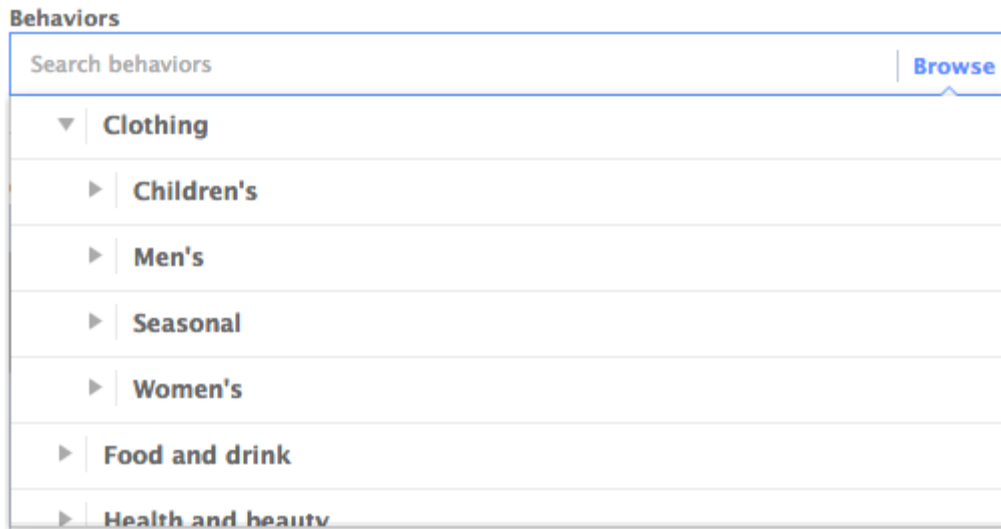
Search behaviors		Browse
▼	<b>Buyer profiles</b>	
	<b>DIYers</b>	+
	<b>Fashionistas</b>	+
	<b>Foodies</b>	+
	<b>Gadget enthusiast</b>	+
	<b>Gamers</b>	+
	<b>Green living</b>	+

You can select from a variety of purchase types:

- DIYers
- Fashionistas
- Foodies
- Gadget Enthusiast
- Gamers
- Green Living
- Healthy and Fit
- Luxury Brands and Services
- Outdoor Enthusiasts
- Shoppers
- Skiing, Golfing and Boating
- Spa Enthusiasts
- Sportsmen
- Trendy Homemakers



If you own a clothing boutique, check out the Clothing sub-category:



The clothing sub-category is broken down into many specific options:

- Children's
  - Children's Apparel
  - Infant and Toddler Apparel
- Men's
  - Accessories
  - Big and Tall Apparel
  - Business Apparel
  - Jeans
- Seasonal
  - Fall Seasonal Shoppers
  - Spring Seasonal Shoppers
  - Summer Seasonal Shoppers
  - Winter Seasonal Shoppers
- Women's
  - Accessories
  - Business Apparel
  - Fine Jewelry
  - High-Ticket Apparel and Accessories
  - Jewelry
  - Low-Ticket Apparel and Accessories
  - Luxury Brand Apparel
  - Mid-Ticket Apparel and Accessories
  - Plus Sizes
  - Women's Shoes
  - Young Women's Apparel



To ensure you're targeting not only consumers that are interested in your products or services – but consumers that have the disposable income to spend in your store, you can target based on Purchase Habits and Store Types.

**Behaviors**

Search behaviors		Browse
▼	<b>Purchase habits</b>	
	Above average spending	+
	Offline buyers	+
	Online buyers	+
▶	<b>Purchase types</b>	
▶	<b>Sports and outdoors</b>	
▶	<b>Store types</b>	

**Behaviors**

Search behaviors		Browse
▼	<b>Store types</b>	
	Furniture stores	+
	High-end retail	+
	Home improvement stores	+
	Low-end department store	+
	Membership warehouse	+
▶	<b>Subscription services</b>	

So how can you use all of these targeting options for your store?

For example, a clothing boutique can target: Fashionistas, High-Ticket Apparel and Accessories, High-End Retail, Above Average Spending.

## Ad Images

Laser targeting the consumers you target with your ads is the best way to optimize your Facebook ads, hands-down.

But Facebook users see hundreds of ads each day, so it's important that your ads capture the attention of the consumers you're targeting.



And the best way to do that is through eye-catching images.

The two most high-converting elements of a Facebook ad image are:

- Eyes
- Product Image

Try to avoid using models or stock images in your ads. Facebook users are so accustomed to seeing “perfect” images, that they experience ad blindness when these types of ads are displayed.

Use photos of yourself, your employees or your customers in your ads. And when possible, use photos of your actual products.

Canva and PicMonkey are the two best \*FREE\* platforms to use to create these compelling ad images. Boutique Window has also released a useful graphics tool, available with their monthly subscription.



If you want to draw the consumers' eye to a message in your ad, make sure the "model's" eyes are looking in the direction of the text.



### Ad Copy

While ad images and targeting are very important to the overall profitability of your Facebook ad campaign, you can't neglect the copy.

The goal of your copy should be to accomplish at least three out of the following four things:

- Tell the consumer what you want them to do
- Tell the consumer what will happen when they click your ad
- Entice immediate action
- Relate to the audience



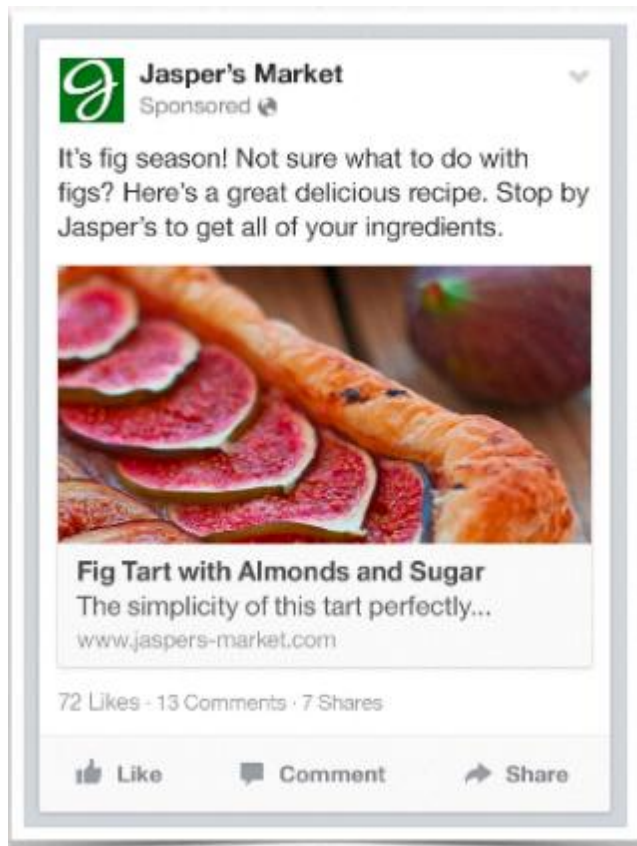


In the ad below, the copy:

Tells the consumer what to do – Stop by Jaspers to get all the ingredients

Tells the consumer what will happen when they click – Get a great fig recipe

Relates to the audience – Not sure what to do with your figs?



## Conclusion

It's important to create at least 5 ads with varying images and copy when you launch your ad campaign. After the first 24-48 hours, you'll be able to see which ad(s) are performing best. Pause all the ads that are under-performing, and use your budget only on those ads that are resulting in clicks and conversions.

As time goes on, your ad conversion rates will start to decline. That's a sign that you need to change up your images and ad copy.

